



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#4/a  
W. Lawson  
8/27/03

**Applicant:** Gil G. DUDKIEWICZ et al.

**Title:** SYSTEM AND METHOD FOR DETERMINING THE  
DESIRABILITY OF VIDEO PROGRAMMING EVENTS USING  
KEY WORD MATCHING

**Application No.:** 09/992,686

**Filing Date:** 16 November 2001

**Examiner:** J. SALCE

**Art Unit:** 2611

**RECEIVED**  
AUG 18 2003  
Technology Center 2600

**REPLY TO OFFICIAL ACTION OF 22 MAY 2003**  
**UNDER 37 CFR §1.111**

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicant hereby replies to the official action mailed 22 May 2003.  
Reconsideration in view of the following amendments and remarks is requested.

08/15/2003 GWORDDOF1 00000073 09992686

01 FC:2201 168.00 OP  
02 FC:2202 252.00 OP